SUCCESS STORY

CFE Media's Data-Driven Messaging Strategy

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The Goal

Assignment of topic affinity data and follow-up engagement messaging

Identify and utilize topic(s) of interest for new subscribers to increase engagement

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The Process

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The details + examples

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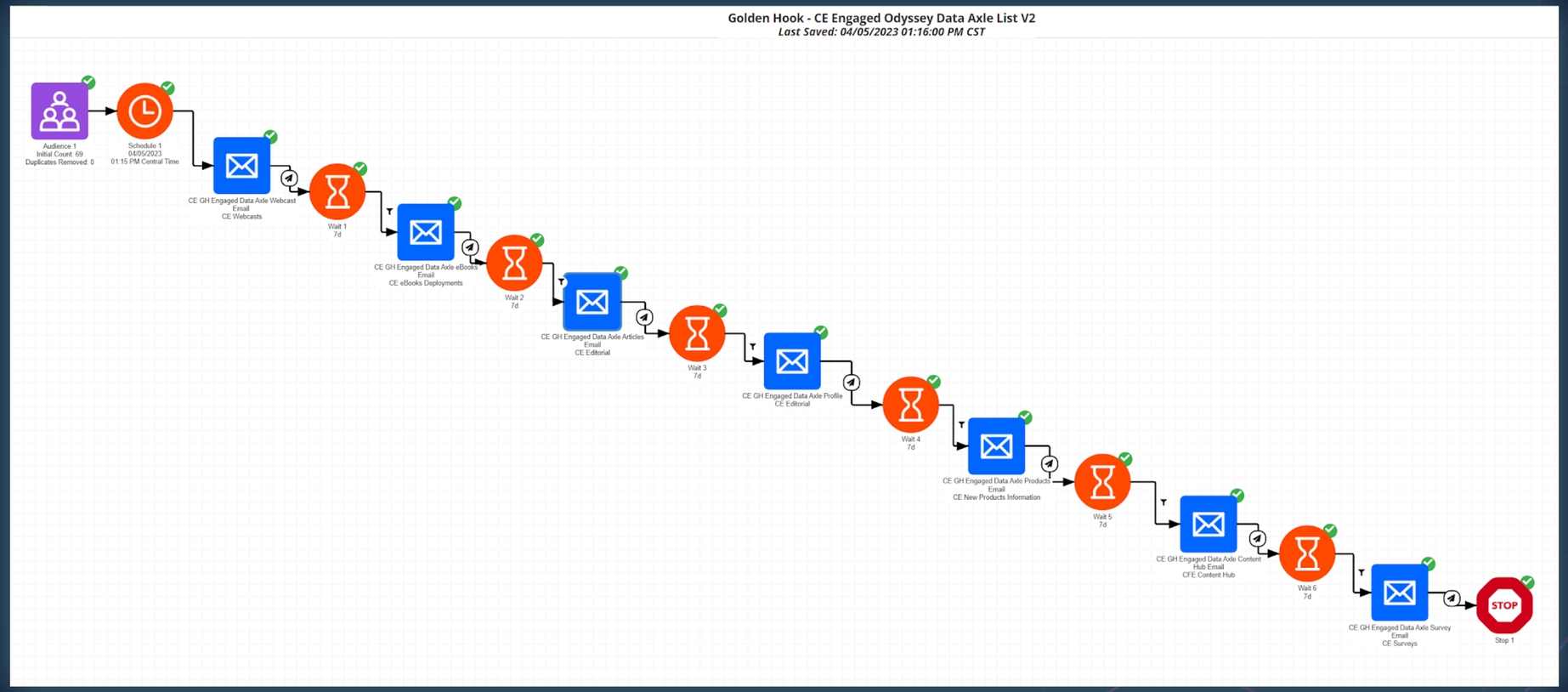
The Voyage



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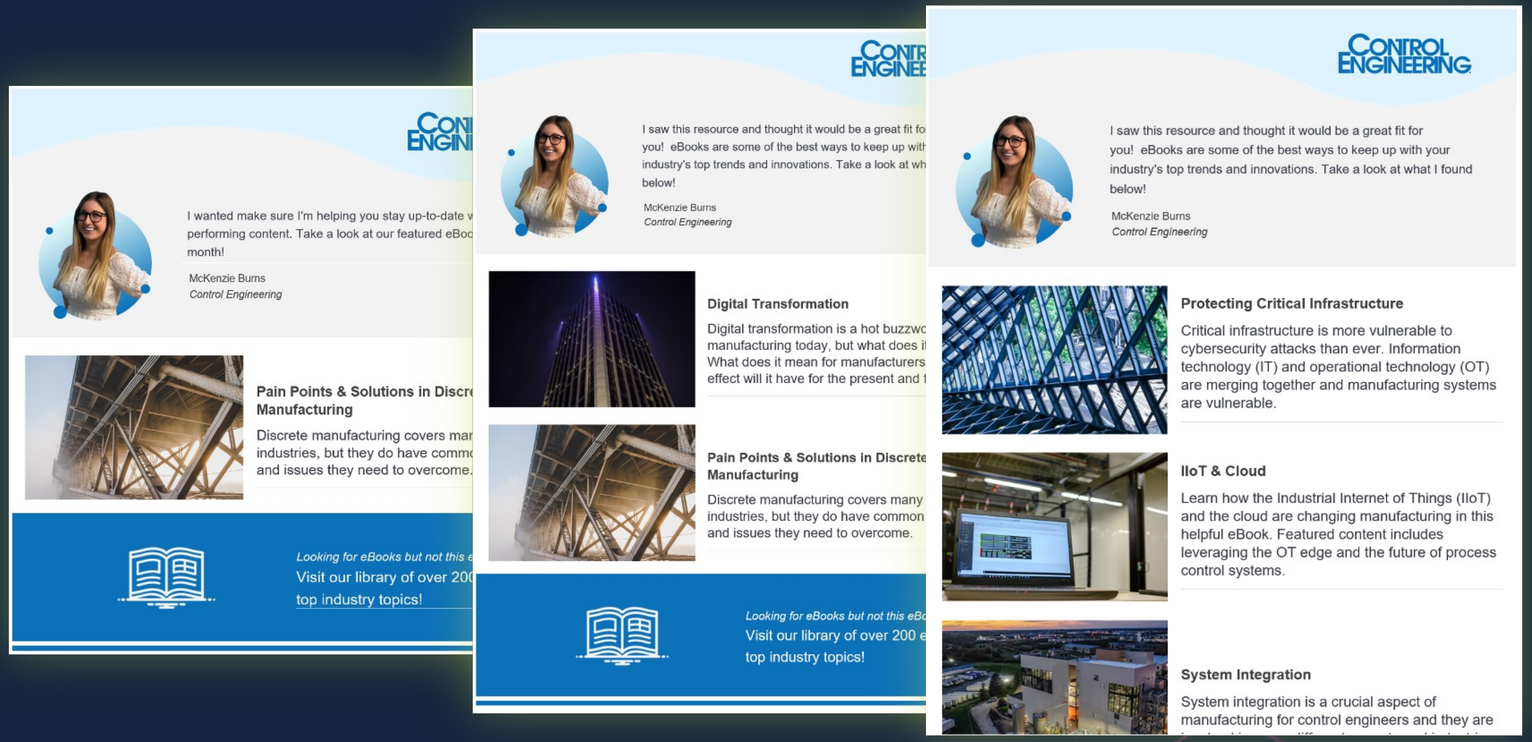
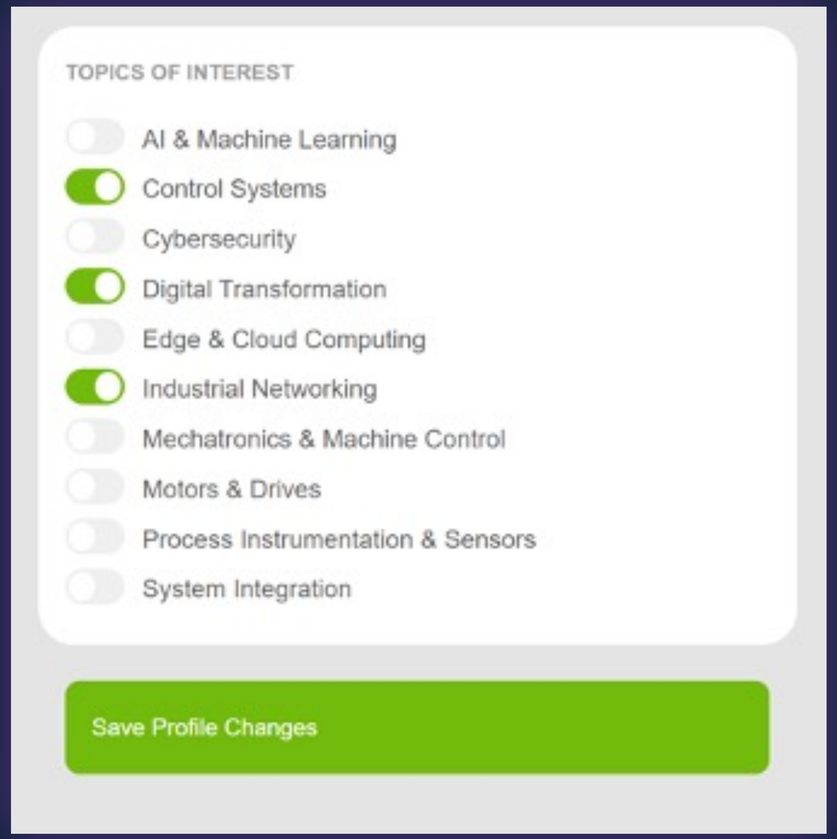
Dynamic emails with content based on topic affinity



In conjunction with new “Topics of Interest” question on subscriber profile form



Customer Centric:
Process was designed so that subscriber can modify topic preferences – their choices will override any that have been “assigned” to them by the data processing.
(Individually, topic-by-topic)

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Results + Next Steps

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Early success

- Some emails in the series have a 20% higher CTR than our “standard” welcome series
- As more subscribers engage, they will fall into the Odyssey with their specific topic(s)

Next ideas:

- Test on our 2 other brands
- Build out re-engagement efforts with similar logic
- Devise program for some key segments of highly engaged subscribers
- Package the Dynamic Content capability for sale to customers!

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